# LEVEL UP KL 2024

CONFERENCE AGENDA

2nd October - 3rd October 2024

| Date / Time | 2nd October 2024 | |
|---|---|---|
| | Track 1 (CONTINUUM) | Track 2 (REFLEXION) |
| 10:15 - 11:15 | **Evolve Your Video Gaming Business with Xsolla** <br> **Adrian Eng,** Regional Vice President, SEA (Xsolla) | **Smart Content Creation: How AI Tools are Changing the Landscape for Creators"** <br> **Panelists:** <br> Fred Chong, WebTV Asia + 2 Content Creators |
| 11:15 - 12:15 | **Creating Memorable Events with Emotions** <br> **Tim Nixon,** Director of Online Experience (thatgamecompany) | **AI in Gaming** <br> **Jun Shimoda,** Gaming Customer Solutions Architect (Microsoft) |
| 12:15 - 13:15 | **Design within Games: Myths and Mistakes** <br> **Jason Spencer**, Associate Design Director (Virtuos) & **Randy Vasquez**, Lead Game Designer (Virtuos) | **GEN AI for Virtual Production (VP)** <br> **Moderator:** <br> **Nick GC Tan**, Chief Executive Officer (Oceanus Media Global) <br> **Panelists:** <br> **Sean Lee**,  Chief Executive Officer (PIXEF Korea) <br> **Nicholas Chan**, Group Chief Innovation Officer (SOCOE) <br> **Jon Ochoa,** Asia Pacific Manager (Volinga) |
| 13:15 - 14:15 | **Private Sharing Session (By Invitation only)** | **2024 Mobile Game Marketing Insights and Advertising Trends in Southeast Asia** <br> **Wilson Ong,** Sr Business Development Manager (SocialPeta) |
| 14:15 - 15:15 | **Building and Managing Pipelines** <br> **Pontus Mähler,** Co-Founder (Agora Gaming Partners) | **Games QA at Double Eleven** <br> **Mohit Kumawat,** Assistant QA Manager (Double Eleven) |
| 15:15 - 16:15 | **Playful Design: Crafting UI/UX For Games And Beyond** <br> **Ian Plater,** Creative Director | **AI-powered Game Development** <br> **Brian Cox**, Director of AI Gameplay Engineering (Inworld AI) |

| | | |
|---|---|---|
| | (Sony Interactive Entertainment) | |
| 16:15 - 17:15 | **Distilling the Mumbo Jumbos of Art Direction in Game-Dev**<br>**Alitt Khaliq,** CEO (Albrite)<br>**Myles Yeo,** Founder (2YOAS)<br>**Zi Xian,** UE Artist (Glow Production)<br>**Benjamine Low,** Senior Concept Artist (Bear Down Studios) | **Addressing Social Issue in a Psychological Thriller**<br><br>**Rajat Ojha, CEO**<br>(Gamitronics) |
| 17:15 - 18:15 | **You Must Self-Publish!: The Future of Indie Funding**<br>**Jason Della Roca**, Co-Founder (Execution Labs) | **Games that Hit Home: A Southeast Asia Perspective on Game Development**<br>**Moderator:**<br>**Sophie Azlan**, Council Member (OutCrowd Malaysia)<br>**Panelists:**<br>**Sasha Ariana**, Narrative Designer (Toge Productions)<br>**Lydia Ho**, Narrative Designer<br>**Lydia Rosette Teo**, Assistant Producer & Game Designer (Battlebrew Productions) |
| 19:30 - 22:00 | **SEA GAME AWARDS CEREMONY**<br>AUDITORIUM | |

| Date / Time | 3rd October 2024 | |
|---|---|---|
| | Track 1 (CONTINUUM) | Track 2 (REFLEXION) |
| 10:25 - 11:15 | **Opening & Keynote**<br><br>**Beyond the Code: AI's Role in Revolutionizing Gaming and Creative Content**<br>Ulas Karademir, Chief Technology Officer (IO Interactive) | |
| 11:15 - 12:15 | **Marketing Misconceptions in Among Us**<br>Victoria Tran, Director of Communications (Innersloth) | **The Epic Games Ecosystem**<br>Dean Reinhard, Senior Business Development Manager (Epic Games) |
| 12:15 - 13:15 | **The Survival Game: Strategies for Stability in the Economic Downturn"**<br>Leah Hoyer, CEO & Head of Creative (Level Headed Games) | **Using Research to Supercharge Decision-Making**<br>David Sung, Senior Manager of Player Research & Insights (2K Games) |
| 13:15 - 14:15 | **Building the First Open World Game in Malaysia at AAA Quality**<br>Stefan Marcus Baier, Head of Worldwide Studios (Streamline Studios) | **EA Create APAC Intro**<br>Jennifer (Electronic Arts)<br>Jason (Electronic Arts) |
| 14:15 - 15:15 | **The State of the Fundraising Landscape: Are Games Still Being Funded?**<br>Justin Berenbaum, VP, Strategic Planning & GM (Xsolla) | **Audio for Your Production: A Comprehensive Discussion on How to Hit the Right Notes**<br>Moderator:<br>Darshan Li Nair, Sound Designer<br><br>Panelists:<br>Elmer Ho, Founder (MediBeats Productions)<br>Hafiz Azman, Co-Founder (7th Beat Games)<br>Duncan Soo, Game Sound Designer (Cellar Vault Games) |
| 15:15 - 16:15 | **Winning The Race: Multithreading & You**<br>Andrew Joy, Senior Software Engineer (2Bit Studios) | **Talent Economics: Unpacking Talent Costs, Demands, Specializations and Studio Strategies in Southeast Asia's Game** |

| | | |
|---|---|---|
| | | **Industry**<br>**Moderator:**<br>**Nazliyah Mohd Ali,** Vice President II, Industry Partnership (TalentCorp Malaysia)<br>**Panelists:**<br>**Assoc. Prof. Ts. Dr. Tan Chin Ike**, Head of School (Asia Pacific University of Technology & Innovation)<br>**Cipto Adiguno**, Chief Strategy Officer (Agate)<br>**Saranpat "Jay" Sereewiwattana** (Revolution Industry) |
| 16:15 - 17:15 | **Fostering Innovation Through Our Own IP**<br><br>**Levinna**, 3D Character Artist (Larian Studios)<br>**Maxim Bolotin**, Environment Art department (Larian Studios) | **From Pocket to Console: Contrasting Game Design Approaches for Mobile and PC/Console Games**<br>**Yiwei P'ng**, Founder & Director (Kurechii) |
| 17:15 - 18:15 | **Reimagining RPGs: The Potential of Storytelling in Games**<br>**Hajime Tabata "Tabby",** CEO (JP GAMES, Inc) | |
| 19:30 - 20:00 | **NETWORKING NIGHT**<br>(RUYI & LYN)<br>4th Floor Annex Bangsar Shopping Center,<br>285, Jalan Maarof, 59000 Kuala Lumpur<br>https://maps.app.goo.gl/fGZRMUdwMGLzjnN37 | |